

WHAT IS CLAIMED IS:

1. An Internet delivery method delivering electronic information products to a plurality of users via the Internet, the method comprising:
 - storing a plurality of display formats in a database, said display formats including at
5 least a default display format and a custom display format;
 - for each one of said plurality of users, storing information indicating whether the user is a specific type of user;
 - when a user logs in, identifying whether or not the user is said specific type of user;
and
 - 10 if said user is identified as said specific type of user, then delivering an electronic information product to said user in said custom display format.
2. The method of claim 1, wherein the information identifying whether the user is a specific type of user comprises subscription account information.
3. The method of claim 2, wherein there are a plurality of user types and a respectively
15 corresponding plurality of custom display formats.
4. The method of claim 3, wherein said plurality of custom display formats comprises custom display formats in different languages.
5. The method of claim 1, wherein either one or both of the custom display format and the default display format includes flexible or changeable information.
- 20 6. The method of claim 1, wherein the electronic information product is transmitted to a wireless device.
7. The method of claim 6, wherein when it is recognized that the electronic information product is transmitted to a wireless device, the electronic information product is transmitted in a customized display format appropriate for the wireless device.
- 25 8. The method of claim 1, wherein the electronic information products comprises healthcare information.
9. The method of claim 1, wherein the user's use of the method is tracked.

10. An Internet delivery system adapted to deliver electronic information products to a plurality of users via the Internet, the system comprising:

at least one computer having:

one or more content databases storing data or other information for electronic

information products; and

one or more modules; and

a network connecting said at least one computer to a plurality of users via the Internet,

wherein the one or more modules are capable of: identifying whether or not a user is a specific type of user; and, if the user is said specific type of user, then delivering an electronic information product to said user from said one or more content databases in a custom display format.

11. The system of claim 10, wherein the information identifying whether or not the user is a specific type of user comprises subscription account information.

12. The system of claim 10, wherein there are a plurality of user types and a respectively corresponding plurality of custom display formats.

13. The system of claim 12, wherein the plurality of custom display formats comprises custom display formats in different languages.

14. The system of claim 10, wherein either one or both of the custom display format and the default display format includes flexible or changeable information.

15. The system of claim 10, wherein the network is capable of transmitting the electronic information product to a wireless receiving device.

16. The system of claim 15, wherein electronic information product is transmitted wirelessly.

17. The system of claim 15, wherein the electronic information product is transmitted by cradle synchronization.

18. The system of claim 10, wherein said one or more modules are capable of performing healthcare related functionality and delivering healthcare information.

19. The system of claim 10, wherein the user's use of the system is tracked.